“The topic of suicide hits close to home for our school; we have had two students die by suicide, causing our school to change entirely. The Directing Change student video contest was a great way for us to get involved with suicide prevention. We hope that through the video we can give others hope and encourage them to reach out.”

Student

“I chose to participate in this contest because I wanted to show my peers that those with a mental illness are not any different from us. We share the same interests, hobbies, goals, dreams, hopes and fears. I wanted to make a change in the world since this matter is really important to me.”

Student

“As teenagers in today’s society, I think we are all affected in some way by the serious topics of suicide and mental illness. Through the process of filmmaking, we all learned ways to know the signs, find the words, and reach out.”

Student

“This contest stirred amazing conversation amongst my students. I truly believe their eyes have been opened to the fact that they can make a difference in suicide prevention and eliminating the stigmas of mental illness.”

School Advisor

www.eachmindmatters.org

Confronting stigma matters when it comes to young people. Approximately 1 in 5 youth ages 13 to 18 experiences a mental health challenge in a given year. When young people feel alone in dealing with mental health challenges, they may be afraid to talk about it, and not get the help they need. Delay in accessing needed mental health services represents a missed opportunity for youth to improve their lives and reach their potential.

Outcomes from the 2nd Annual Directing Change Film Contest 2014

Directing Change is part of statewide efforts to prevent suicide, reduce stigma and discrimination related to mental illness, and to promote the mental health and wellness of students.

These initiatives are funded by counties through the Mental Health Services Act (Prop 63) and administered by the California Mental Health Services Authority (CalMHSA), an organization of county governments working to improve mental health outcomes for individuals, families and communities.
California Students Directed Change

A total of 432 films, representing 996 students from 112 high schools and 9 University of California campus locations and 31 counties, were received.

The contest inspired me to...

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Get involved in suicide prevention, mental health, or stigma busting activities</td>
<td>89.2%</td>
</tr>
<tr>
<td>Change the way I think about mental health and suicide prevention</td>
<td>91.7%</td>
</tr>
</tbody>
</table>

I pledge to...

<table>
<thead>
<tr>
<th>Pledge</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reach out to others who are experiencing tough times</td>
<td>90.6%</td>
</tr>
<tr>
<td>Stand up for youth who are different and picked on as a result</td>
<td>86.9%</td>
</tr>
<tr>
<td>Not keep it a secret if a friend tells me he or she is thinking about suicide</td>
<td>81.3%</td>
</tr>
<tr>
<td>Be a leader for suicide prevention and mental health programs at my school</td>
<td>44.4%</td>
</tr>
</tbody>
</table>

High school and UC students across California were invited to Direct Change by creating 60-second films in two categories: suicide prevention or ending the silence about mental illness. A total of 432 films were received, representing 996 students from 112 high schools, 9 UC campus locations and 31 counties. Entries were judged by over 200 volunteer experts in mental health and suicide prevention, members of the media, and professionals in writing and film-making. Regional winners were selected to move onto a second, statewide round of judging.

Studies show that although about half of teens who are thinking about suicide tell a friend, less than 25% of those friends tell an adult. Youth need to know how to respond appropriately to a friend in need.

Each high school that participated in the contest received a donated suicide prevention or mental health program. Over 4,000 schools received information about school-based prevention programs. These programs play a key role in educating students about warning signs for suicide, and encouraging youth to stand up for their peers who experience a mental illness.

In the 2013/14 school year over 980 students were reached through donated “Ending the Silence” school-based presentations.

The contest stimulated discussion among students about mental health, stigma and suicide prevention | 100.0%

The contest increased students’ understanding towards those who are experiencing tough times | 100.0%

The contest encouraged our school administration to discuss implementing or increasing suicide prevention and mental health programs on campus | 68.6%

The 2013 contest films have been viewed online 31,235 times and downloaded 434 times. (April 2013-April 2014)

“The contest is the perfect complement to our school’s annual Yellow Ribbon Suicide Prevention Week. The contest website provides many of the important issues, facts and statistics about suicide and mental illness that the students need to make our Yellow Ribbon Week meaningful and successful. Plus, we play all of their finished films before each of the six assemblies so more than 2,000 students see them.”

School Advisor

“The contest was great. Within the video program I partnered with our school’s Public Service Academy and we created an entire broadcast on the topic of stopping stigma. The broadcast was seen by almost the entire school and some classrooms had follow-up discussions on the topic.”

School Advisor

To view the videos visit: www.directingchange.org